

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 218947

**Alt Order #:** \_\_\_\_\_

**Product Desc:** \_\_\_\_\_

**Estimate:** N01N06

**Flight Dates:** 11/02/12 - 11/06/12

**Original Date / Rev:** 11/01/12 / 11/05/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Smart Media Group

**Buying Contact:** \_\_\_\_\_

**Billing Contact:** \_\_\_\_\_

814 King Street

Alexandria, VA 22314

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/The People Should Decide Comr

**Demographic:** A35+

**Product Codes:** PL2

**Priority:** P3

**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:** \_\_\_\_\_

**Order Separation:** 00:15:00

**Advertiser External ID:** \_\_\_\_\_

**Agency External ID:** IN10086/SP6681/TO1332/MO1041

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	55	\$116,900.00	\$99,365.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	55	\$116,900.00	\$99,365.00	0.00
<b>Totals</b>	<b>55</b>	<b>\$116,900.00</b>	<b>\$99,365.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/02/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	----F--	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00	0.00					
N 2	WOOD	11/05/12	11/06/12	6am Daybreak 6am Daybreak	CM	6-7a	MT-----	:30	4	\$1,375.00	P3	0.00	NM	4	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	MT-----			4		\$1,375.00	0.00					
N 3	WOOD	11/03/12	11/03/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	2	\$1,000.00	P3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			2		\$1,000.00	0.00					
N 4	WOOD	11/02/12	11/02/12	Today Show M-F Today Show	CM	658-9a	----F--	:30	2	\$1,350.00	P3	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--			2		\$1,350.00	0.00					
N 5	WOOD	11/05/12	11/06/12	Today Show M-F Today Show	CM	658-9a	MT-----	:30	4	\$1,350.00	P3	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	MT-----			4		\$1,350.00	0.00					
N 6	WOOD	11/03/12	11/03/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S-			2		\$2,000.00	0.00					

Order / Rev: 218947  
 Alt Order #:  
 Flight Dates: 11/02/12 - 11/06/12

Advertiser: POL/The People Should Decide Commit  
 Product Desc:  
 Estimate: N01N06

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	11/04/12	11/04/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	2	\$2,000.00	P1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			2		\$2,000.00		0.00				
N 8	WOOD	11/03/12	11/03/12	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$2,500.00		0.00				
N 9	WOOD	11/04/12	11/04/12	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$4,000.00		0.00				
N 10	WOOD	11/02/12	11/02/12	Today Show 3 Today Show 3	CM	10-11a	----F--	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
N 11	WOOD	11/05/12	11/06/12	Today Show 3 Today Show 3	CM	10-11a	MT-----	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$1,000.00		0.00				
N 12	WOOD	11/02/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			2		\$1,000.00		0.00				
N 13	WOOD	11/05/12	11/06/12	Noon News News 8 @ Noon	CM	12-1p	MT-----	:30	3	\$1,000.00	P2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			3		\$1,000.00		0.00				
N 14	WOOD	11/02/12	11/02/12	M-F 2-3p Rachael Ray	CM	2-3p	----F--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$300.00		0.00				
N 15	WOOD	11/05/12	11/05/12	M-F 2-3p Rachael Ray	CM	2-3p	M-----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$500.00		0.00				
N 16	WOOD	11/02/12	11/02/12	M-F 3-4p Dr Oz	CM	3-4p	----F--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			2		\$400.00		0.00				
N 17	WOOD	11/05/12	11/05/12	M-F 3-4p Dr Oz	CM	3-4p	M-----	:30	2	\$600.00	P4	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$600.00		0.00				
N 18	WOOD	11/02/12	11/02/12	M-F 4-5p Ellen	CM	4-5p	----F--	:30	2	\$750.00	P3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			2		\$750.00		0.00				
N 19	WOOD	11/05/12	11/05/12	M-F 4-5p Ellen	CM	4-5p	M-----	:30	2	\$950.00	P3	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$950.00		0.00				
N 20	WOOD	11/02/12	11/02/12	M-F 5p News M-F News 8 @5p	CM	5-530p	----F--	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$4,500.00		0.00				
N 21	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate: N01N06

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WOOD	11/05/12	11/05/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M-----	:30	1	\$4,500.00	P1	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$4,500.00		0.00				
N22	WOOD	11/02/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	----F--	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$5,000.00		0.00				
N23	WOOD	11/05/12	11/05/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$5,000.00		0.00				
N24	WOOD	11/02/12	11/02/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	----F--	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$6,000.00		0.00				
N25	WOOD	11/05/12	11/05/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	M-----	:30	1	\$6,000.00	P1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$6,000.00		0.00				
N27	WOOD	11/04/12	11/04/12	Sun 6p News 8 Sun News 8 @ 6p	CM	6-7p	-----S	:30	1	\$1,600.00	P3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$1,600.00		0.00				
N28	WOOD	11/02/12	11/02/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	----F--	:30	1	\$7,000.00	P3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$7,000.00		0.00				
N29	WOOD	11/05/12	11/05/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	M-----	:30	1	\$7,000.00	P3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$7,000.00		0.00				
N30	WOOD	11/02/12	11/02/12	Fri Hour 1 Friday 8-9p	CM	8-9p	----F--	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$2,000.00		0.00				
N31	WOOD	11/02/12	11/02/12	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$4,000.00		0.00				
N32	WOOD	11/04/12	11/04/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	-----S	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$4,000.00		0.00				
N33	WOOD	11/05/12	11/05/12	LN M-F M-F News 8 @ 11	CM	11-1135p	M-----	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$4,000.00		0.00				
N34	WOOD	11/03/12	11/03/12	LN Sa Saturday News 8 @ 11	CM	11-1130p	-----S-	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$4,000.00		0.00				
N35	WOOD	11/03/12	11/03/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	2	\$2,000.00	P2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			2		\$2,000.00		0.00				
N36	WOOD	11/02/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	----F--	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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N36	WOOD	11/02/12	11/02/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno	CM	1135-1235a	----F--	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			
N37	WOOD	11/05/12	11/05/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno	CM	1135-1235a	M-----	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
Totals														55	\$116,900.00